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As Real As It Gets

Organized by Rob Walker
November 16-December 22, 2012

Counter-clockwise from right

Beach Packaging Design

Respirer, 2012

Installation

[After "The Upside of Useless Stuff," Dan Ariely, *Harvard Business Review* (2011)]

Steven M. Johnson

Giclee archival inkjet prints [Printed 2012; dates below refer to original drawings]

Maximum Security Retirement Community, 1991, 2009

13" x 19"

Fear Furniture, 1992

13" x 19"

Autos Pre-Wrecked at the Factory, 2005

11" x 17"

Motorless Home, 1991, 2009

13" x 19"

Nod Office, 1984

13" x 19"

Landfill Surprise, 1991

11" x 14"

Potato Couch Room Group, 1993

11" x 14"

Television Life Support System, 1991

11" x 17"

Matt Brown

COWCOWS (VACHEMENT VACHE), *Bovine ear extenders by Cyprien Côté*, 2010

"Completely 'fed up' with seeing cows unsuccessfully wipe flies from their eyes, Côté came up with an ear extender that could be used by the cow to fully remove any pest that was bothering them." — Design Fancy / Core77.com

Leather ear extenders. Photograph by Dirk Ahlgrim

291 church st. nyc, ny 10013
p: 212.431.5270 f: 646.827.2487
info@apexart.org; www.apexart.org

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Matt Brown

ROAN BW-1, Bathtub synthesizer, 2012

BATHE IN SOUND? YOU BET? Three Brainwave oscillators stimulate your *mind* — and two underwater speakers stimulate your *brain*. Tweak your sulfur levels and maybe you'll discover what your sacral plexus has known since the beginning of time. Maybe you'll just make a pretty tune. Either way, once you bathe in sound you'll never feel *clean* doing it any other way.

Pillow, synthesizer, and box

Oliver Munday

Logo for The Ladies' Paradise, 2012

Print and balloons.

[After *Au Bonheur des Dames*, Émile Zola (1883)]

Staple Design

Branding for Tono-Bungay, 2012

Drawings, prints and stickers

[After *Tono-Bungay*, H.G. Wells (1909)]

Shawn Wolfe

Gross National Products Presents, 2012

Prints, RemoverInstaller™s, branding collateral

Dana Wyse

Jesus Had A Sister Productions, 1997

Mixed media

Kelli Anderson

Corporate Identity Materials for FutureWorld, 2012

Light box, door covering, and business cards

[After *Odds Against Tomorrow*, Nathaniel Rich (2013)]

Conrad Bakker

Untitled Project: UNTITLED PRODUCT DISTRIBUTION NETWORK, 2005

Oil on carved wood and brochure

The Marianas (Michael Arcega and Stephanie Syjuco)

Montalvo Historical Fabrications & Souvenirs, 2012

Mixed media

Ryan Watkins-Hughes

Shopdropping, 2012

Labels, cans

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Pedestals and tables:

Angie Moramarco

Branding for Veladone-RX, 2012

Pens

[After research described in *Predictably Irrational*, Dan Ariely, (2008)]

Government Accountability Office

Tropical Thunder Appliances Room Air Cleaner, 2010

Room fan and Swiffer duster, G.A.O report and photograph of original

Omni Consumer Products

Fight Club Soap

Brawndo

Sex Panther

Stay Puft

Kiwi-E Mart products

From the collection of Yu-Ming Wu

Last Exit To Nowhere t-shirts

Tyrell

Cyberdyne Systems

Hal 9000

Logic Memory Systems

Central Services

Rekall

Soylent Corporation

CHOAM

Nakatomi Corporation

Kobayashi Porcelain

Audio

Marc Weidenbaum and Disquiet Junto: Adam Baker (Deadwood), afterpostmodernism (Ian Campbell), all n4tural, Benjamin Dauer, bigpause, Carlos Lemosh, Charlie Grant, Damon Holzborn, Dean Terry, DEMILIT, Dick Mitic, Dizzy Banjo, echosonic (Grant Weston), Emma Hendrix, Ethan Hein, Inlet (Corey K.), jai_, jimmy kpple, James Ross, Justin Buckley, Ken Mistove, Lem Herlihy, lordofoverstock (Matthew Austin), Mark Rushton, Michel Bananbila, mjh 7, Moody Alien (Thessaloniki), Natalia Kamia, Naotko (Naoyuki Sasanami), Random Coil, SIGHUP (Steven Hamann), simpsi, Steve Burnett, Summer of Nebula, Super Miracle Dream Team, The Holocene (Pj Hamlin), Tuonela, vanWinkle (Neal B Johnson), vuzhmusic (C. Reider), Westy Reflector, and Zedkah.

A speculative exploration of sonic retail environments, 2012

Audio

[After *Au Bonheur des Dames*, Émile Zola (1883)]

Furniture product placement by Blu Dot